

## Message Text

UNCLASSIFIED

PAGE 01 MADRID 01621 022135Z  
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /036 W  
-----030453 119560 /21

R 021658Z MAR 77  
FM AMEMBASSY MADRID  
TO SECSTATE WASHDC 9183  
INFO AMCONGEN BARCELONA

UNCLAS MADRID 1621

E.O. 11652: N/A  
TAGS: BEXP, SP  
SUBJECT: "UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE"  
(U.S.H.U.S.); A VIDEO/CATALOG EXHIBITION (V/CE) WITH PRODUCT SAMPLES

REF: STATE 27394

1. EMBASSY BELIEVES SUBJECT U.S.H.U.S. SHOULD BE EXCELLENT  
VEHICLE FOR ASSISTING LONG-TERM ENTRY OF US CONSUMER GOODS  
INTO SPANISH MARKET. RECORD NUMBER OF TOPS FOR CONSUMER GOODS  
SUBMITTED FY 76 IN ADDITION TO IMPRESSIVE RESULTS ACHIEVED  
BY IN-STORE PROMOTION  
OF GALERIAS PRECIADOS IS CLEAR EVIDENCE INTEREST HERE IN WIDE-  
RANGE US CONSUMER GOODS PARTICULARLY HOUSEWIVES. WE WOULD  
ENTHUSIASTICALLY SUPPORT THIS PROJECT.

2. SHOULD BARCELONA RECEIVE RESIDUAL SHOW, WE OF COURSE WILL  
SUPPORT FULLY WITH MULTI-FACETED PROMOTION CAMPAIGN TO GET  
LEADING AGENTS/DISTRIBUTORS/IMPORTERS AS WELL AS END-USERS TO  
ATTEND. WOULD ALSO HOPE COMMERCE COORDINATOR WOULD INCLUDE TIME  
FOR MADRID DURING ADVANCE VISIT.EATON

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 02-Mar-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Format:** TEL  
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**Handling Restrictions:** n/a  
**Image Path:**  
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**Message ID:** 7e4688ac-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Previous Handling Restrictions:** n/a  
**Reference:** 77 STATE 27394  
**Retention:** 0  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2941398  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** \"UNITED STATES HOUSEWARES UNIVERSAL SHOWCASE\" (U.S.H.U.S.); A VIDEO/CATALOG EXHIBITION (V/CE) WITH PRODUCT SAMPLES  
**TAGS:** BEXP, SP  
**To:** STATE  
**Type:** TE  
**vdkgvkey:** odbc://SAS/SAS.dbo.SAS\_Docs/7e4688ac-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009